Disclosed is a method of producing a crisp surface and imparting a uniform golden-brown to mahgony-brown color to a precooked whole muscle meat product by coating at least a portion of the surface of the precooked whole muscle meat product with a browning liquid pyrolysis product. The coated surface is then exposed to a temperature greater than about 400° C for a time sufficient to selectively heats the coated surface of the precooked whole muscle meat product and develop a golden-brown color on the exposed surface, without substantially shrinking the precooked whole muscle meat product.